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Dance Business Bootcamp

Dance Business Bootcamp is a two-part workshop for independent artists, choreographers, and small-budget dance groups looking to accelerate their operations. The session is facilitated by [Fractured Atlas](#), a national organization that empowers artists to succeed as entrepreneurs, in collaboration with Dance/USA.

This workshop will take place on **Friday, June 8, 2018** from 1:30 – 3:30pm at the USC Gloria Kaufman School of Dance and on **Saturday, June 9, 2018** from 8:30am – 12:00pm at the Colburn School in Los Angeles, CA.

Dance Business Bootcamp is provided FREE to all registered Conference attendees and to members of the Los Angeles dance community - dancers, choreographers, teachers, artistic directors, educators, administrators, and dance collaborators.

The Workshop

RSVP To Dance
Business Bootcamp

How do you currently assess success in your creative practice?
How do you make work and support the work at the same time?
If you could clearly see the landscape, what would be your next artistic move?

Answering these questions is the core of Dance Business Bootcamp. This collaborative and interactive learning workshop will provide you with tips, tools, and techniques to realize your creative (and administrative) dreams in an organized way. Whether you're an independent dancer finding your path in the commercial market, a concert dancer building stability for your company, an emerging administrator developing a budding organization, or a seasoned professional pivoting into uncharted territory, Dance Business Bootcamp can teach you how to navigate to where you want to go from where you are.

Fractured Atlas designed (and will facilitate) Dance Business Bootcamp to teach participants the skills needed to assess, manage, understand, and develop their creative businesses. All are welcome in this space regardless of incorporation status (for-profit, nonprofit, fiscally-sponsored, individual, etc.). Learning topics may include:

- Developing a mission statement

- Constructing theory of change,
- Budgeting,
- Monetizing your labor,
- Audience/donor cultivation,
- and more.

Each topic will include an introductory presentation, an interactive activity, and discussion.

**Please note that while both sessions will connect, they will cover separate topics. While attending both will provide the most complete experience, participants are encouraged to take either as their schedule allows.*

Schedule

Friday, June 8

1:30pm – 3:30pm Session I

Saturday, June 9

8:30am – 11:00am Session II

11:00am – 12:00pm Q&A and Open Discussion with Facilitators

The formal sessions of Bootcamp conclude at 11:00 AM.

We encourage you to attend both sessions of the Bootcamp to get the most meaningful experience.

About the Facilitators

Fractured Atlas facilitators Courtney Harge, Member Advisor and April Reign, Senior Director of Marketing will lead the workshop. Fractured Atlas is a national organization that empowers artists to succeed as entrepreneurs. They help artists raise money, manage risk, find space, sell tickets, track their fans, and advocate as a field. Fractured Atlas is the largest member-based arts organization in the nation with over 61,000 members nationwide in all artistic disciplines- helping artists raise nearly \$20 million annually for their creative projects. They empower artists, arts organizations, and other cultural sector stakeholders by eliminating practical barriers to artistic expression, so as to foster a more agile and resilient cultural ecosystem.

Registration

Registration is available for FREE to members of the Los Angeles dance community and all Conference attendees.

Registration is available for FREE to members of the Los Angeles dance community and all Conference attendees. If you are already registered for the full Annual Conference, you are eligible to attend the Bootcamp at no additional cost to your registration fee. If you are not registered for the conference and only attending the Dance Business Bootcamp, you will be permitted to only attend Bootcamp related activities.

Facilitator Bios

Courtney Harge is an arts administrator, director, and writer originally from Saginaw, MI who has been working in service of artists for the last fifteen years. She is the founder and Producing Artistic Director of Colloquy Collective, an emerging theater company in Brooklyn, NY. Courtney is also a proud member of Women of Color in the Arts, and a 2016 alum of both APAP's Emerging Leaders Institute and artEquity's Facilitator Training. She holds a Masters of Professional Studies, with Distinction, in Arts and Cultural Management from Pratt Institute. You can find more information about her [here](#).



April Reign practiced law for nearly twenty years, but it wasn't until she walked away from

her legal practice that she found her true passion. April is now the Senior Director of Marketing for [Fractured Atlas](#), a nonprofit arts service organization that leverages technology to make the business of art easier for artists and small arts organizations.

As the Creator of the viral hashtag [#OscarsSoWhite](#), April Reign challenges the lack of representation of marginalized communities in media. Reign sustains a movement that has resulted in the most systemic change ever seen in the 90-year history of the Academy.

Reign is a sought-after media presence, having built an organic following of over 130,000 worldwide. April Reign travels internationally speaking on issues of diversity, equity, and inclusion.



[1029 Vermont Ave NW, Ste 400, Washington, DC 20005](#) | [Phone: 202.833.1717](#) | [Fax: 202.833.2686](#)